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THE WHITE HOUSE
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April 18, 1983

MEMORANDUM FOR THE HONORABLE CHARLES Z. WICK
Director, United States Information Agency

SUBJECT: Proposed Presidential Briefing for Network Heads

Thanks for your memorandum of March 25 suggesting a Presidential briefing for key television network executives. This is an innovative idea, and one that should be carried out with great care and precision, in order to achieve the desired effect. I have taken the liberty to forward your suggestion to Cap Weinberger, Bill Casey and Dave Gergen for their follow-through. I personally believe the briefings could be done at Cabinet level rather than Presidential, but stand ready to support Presidential involvement if Cap and Bill develop a plan that calls for that.



William P. Clark

cc: The Secretary of Defense
✓ The Director of Central Intelligence
Assistant to the President
for Communications

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